

CLAIMS:

1. Display device (3) comprising a display panel (2) having a plurality of display pixels (4) with emissive display elements (11); and duty cycle control means (7) for varying a fraction of a frame period during which said display pixels (4) emit light in dependence on an overall brightness level of an image to be displayed on said display panel (2).
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2. Display device (3) according to claim 1, wherein said control means (7) are adapted to increase said fraction if a decrease of said overall brightness level is determined.
- 10 3. Display device (3) according to claim 1 wherein said control means (7) are adapted to decrease said fraction if an increase of said overall brightness level is determined.
4. Display device (3) according to claim 1, further comprising a frame memory for storing input signals, representing said image, during a frame period for enabling a
15 determination of the overall brightness level of the image during the frame period.
5. Display device (3) according to claim 1, wherein the control means (7) are adapted to determine the fraction of the frame period in dependence on the overall brightness level of the image during a previous frame period.
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6. Display device (3) according to claim 1, wherein the control means (7) further comprise a look-up table (9) for determining said fraction corresponding with said determined overall brightness level.
- 25 7. Display device (3) according to claim 1, wherein said display pixels (4) comprise a switch (T3) coupled to said control means (7) for enabling light emission by said corresponding emissive display element (11) for said fraction of said frame period.

8. Method for controlling a display panel (2) having a plurality of display pixels (4) with emissive display elements (11) comprising the steps of:

- determining an overall brightness level of an image to be displayed in a frame period on said display, and
- 5 – controlling a fraction of said frame period during which said display pixels (4) emit light in dependence on said overall brightness level.

9. Integrated circuit for controlling a display panel (2) having a plurality of display pixels (4) with emissive display elements (11), the integrated circuit comprising a
10 duty cycle control arrangement (7) for varying a fraction of a frame period during which said display pixels (4) emit light in dependence on an overall brightness level of an image to be displayed on said display panel (2).